



*News From*

# JACK DOYLE

## MONROE COUNTY EXECUTIVE

**For Immediate Release**

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### **GRIA ADVERTISING SALES SOAR**

*Monthly sales increase by 116 percent.*

Monroe County Executive Jack Doyle today announced that advertising sales at the Greater Rochester International Airport (GRIA) have increased by 116 percent over the past three years.

Normal Communications, LLC, a Rochester-based company specializing in advertising and sponsorship sales, took over the sales of airport advertising early in 1997, after two years of disappointing sales and decline in gross advertising revenue to the county.

From January 1997 to December 2000, sales have increased by 116 percent - \$31,875 per month vs. \$69,067 per month - and yearly gross for last year was nearly \$750,000.

"The performance of Normal Communications has dramatically improved this revenue source at the airport," Doyle said. "The combination of creative new advertising opportunities, a professional sales force and an increased client base has successfully brought intrinsic value to terminal advertising."

Increased opportunities and diversified presentation of advertising at GRIA has largely attributed to its success. The airport administration, working with Normal Communications redesigned airport advertising displays and enhanced the airport for the traveling public. Kiosks were relocated to the concourses and other high traffic areas for better exposure and visibility, eye-catching floor graphics and lighted sign panel exhibits were introduced, and a business center brought more sponsorship advertising opportunities. Future forms of advertising at the airport include column banners both inside and outside the terminal and large ceiling banners.

"The airport holds great potential for advertising revenue and we have only just begun to tap into it," said Arnold H. Rothschild, president of Normal Communications. "Both the airport and our clients find this location rewarding. We believe there remains a tremendous growth opportunity for the wide range of advertising available here. We look forward to working closely with the airport staff to continue to make the most of this opportunity."

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*For further information, call:  
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